

DYNAMIC HELP OPTION FOR INTERNET CUSTOMERS

Abstract of the Disclosure

The invention determines when an Internet browsing customer should be provided assistance by monitoring factors such as the customer profile saved at the server or in cookies, the time a customer spends on particular web pages, errors in forms submitted by the customer, web pages repeatedly viewed by a customer, and statistically established abandon points. When the invention determines a customer should be provided assistance, the invention reviews the availability and probability of availability of the customer service representatives (CSRs). If a CSR is available or predicted to be available, the customer is presented with a HELP option. If the customer does not respond to the HELP option within a predetermined time, the HELP option is removed. By dynamically determining the appropriate time to provide a HELP option and only providing the HELP option when a CSR is available, the invention proactively provides meaningful service at the critical time.